

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of January 24, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to correct a minor typographical error and to specify that the coded data is printed on an interactive surface and the first telecommunication address of the user may be identified from the interaction data generated by the sensing device via said interaction with the printed interactive surface;

independent claim 18 is amended similar to independent claim 1; and
dependent claims 2-17 and 19-34 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding 35 USC 102(e) and 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claims 1 and 18, and claims 2-17 and 19-34 dependent therefrom, is not disclosed or suggested by Hogan (US 5,699,528) either taken alone or in combination with Dymetman (US 6,330,976), because Hogan is specifically directed to enabling bill delivery and payment via electronic means, such as the internet or email (see abstract), such that there is no motivation from the disclosure of Hogan, whether taken alone or in combination with Dymetman, for one of ordinary skill in the art to incorporate a sensing device for interacting with printed interactive surfaces, as required by the claimed invention.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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